

Press release

Extended submission deadline for HealthShare Award

Cologne, 17 February 2015 – Until 17 March, members of the health sector can still enter their actions, strategies and campaigns from 2014. The HealthShare Award honours healthcare campaigns that make smart use of social media to make their message go viral.

The jury is in the starting blocks, the Community is itching to vote for the Crowd Cup – with effect of today, the submission deadline is extended by another 4 weeks.

Be it Instagram, Twitter, XING, Facebook, Youtube, LinkedIn, tumblr or other platforms: The HealthShare Award is looking for a new, innovative, creative kick in the industry. Evaluation criteria will be, among other things: the integration into an already existing corporate or brand communication and the relevance of any social media activities carried out. The budget used for the realisation of the projects is irrelevant.

HealthShare Award

The HealthShare Award honours the most creative and innovative social web communication within the healthcare sector. All kinds of healthcare related social media campaigns, actions and strategies, which can be shared online with users, can be submitted.

The HealthShare Award is granted within two categories: the classic jury award and the audience award. The winners receive an award for the best communication on the social web.

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